

Automotive Daily News



Vol. 2. No. 161.

Copyright, 1926, by
Automotive Daily News Publishing Corporation

NEW YORK, THURSDAY, APRIL 15, 1926

Entered as second-class matter Aug. 27, 1925, Post 10 Cents. \$12 Per Year
Office, N. Y., N. Y., under Act of March 3, 1979.

AUTO TRAVEL IN U. S. INCREASES TO AMAZING DEGREE

Railroad Chief Points
To Motor's Hold on
Public

KANSAS CITY, April 14.—In the past twenty-five years the American public has increased its annual expenditure for transportation of property and persons from one and a half billion to between eighteen and twenty billion dollars, Ralph Budd, president of the Great Northern Railway Company, told the American Society of Civil Engineers, in convention here today.

This increase in the annual transportation bill has been due entirely to the increased cost of highway travel, which, Mr. Budd declared, has more than doubled in that time while the charge for railway transportation has actually declined. The use of motor trucks has more than doubled within the last five years, he asserted. He estimated also that the number of passenger motor cars on the public highways had nearly doubled in that time.

"It is impossible to calculate with any degree of accuracy what the increase in travel has been in the past twenty-five years or even in five years," Mr. Budd said. "The cost figures cited are totals, but in the case of the railways, freight accounts for three times as much earnings as passenger travel does, while 95 per cent. of motor vehicles using the highways outside of cities are passenger cars.

"In the aggregate, therefore, many times more passenger miles of transportation are produced in the United States by people traveling in private automobiles than in all other conveyances together.

"The new contender for local passenger traffic, the motor bus, is the outgrowth of the automobile. That most phenomenal of all industrial developments, the automobile industry, is the youngest, and now is said to be the largest, in the United States. It is barely twenty-five years old. Its importance is so great, taken as a whole, that the railways gain much more from the freight traffic it gives them than they lose from the freight and passenger business it takes away. There is no need to discuss it, except to emphasize that when the public finds something it approves of and desires, its response is quick and emphatic.

"Like all great developments, that of motor travel has been the result of a combination of favorable circumstances. Most important were the perfection of the gasoline engine and the paved highway, which latter depended largely on cheap, but good cement.

"Probably the questions most commonly asked by railroad men concerning the motor bus are, 'What can its attraction be?' and 'Is it not a fad which soon will lose its novelty and disappear?'

"In many localities the bus does

DETROIT A. D. A. ELECTS DIRECTORS TO BOARD

Special from A. D. N. Detroit Bureau
Detroit, Mich., April 14.—With almost 100 per cent. attendance, members of the D. A. D. A. met and elected the following directors: Walter J. Judd, L. H. Saunders, Joseph A. Schulte, Walter J. Bomb and L. F. Mullin. The newly elected board will meet this week for the election of officers.

MORE RAILROADS FALL INTO LINE

No. Pacific and Ore.-
Wash. R. R. to Petition
For Bus Privileges

Olympia, Wash., April 14.—Indicating that the railroads plan to go into motor vehicle transportation in this state on an extensive scale, formal notice has been given the Interstate Commerce Commission that the Northern Pacific and Oregon-Washington Railroad and Navigation Company will ask permission to quote passenger rates over the railroads and connecting auto stage lines.

In some instances the auto stages will supplement train service, and in others the stages will supplant trains on little used branch lines. Motor freight service also is contemplated.

The Department of Public Works had anticipated the railroad entrance into the auto stage field, but had not expected that through tickets would be sold. Consequently the attitude of the Interstate Commerce Commission and the effect of any ruling upon traffic conditions in this state will be closely scrutinized.

Closed Cars Feature Asbury Park Show

Asbury Park, N. J., April 14.—Closed cars predominate at the local automobile show under way this week, in which twenty dealers are exhibiting twenty-eight different makes with a number of models of each. Many auto accessory dealers and radio men are also exhibiting.

Sport roadsters and touring cars are also attracting much interest. Several lines of motor trucks are also on display. The show is under the management of the Asbury Park Auto Trade Association.

Names of exhibitors and cars follow:—

Oakland, Pontiac, Rickenbacker, Martin & Close; Hudson and Essex, T. C. Brown; Nash and Ajax, H. W. Schuyler; Dodge, Ideal Garage Company; Overland, Willys-Knight, Van Winkle & O'Brien; Pierce-Arrow, Hupmobile, Stein Brothers; Oldsmobile, Reid & King; Moon and Diana, Duryea & Brocker; Franklin, English & Benton; Chevrolet, Farry Motor Car Company; Flint, Star, Asbury Park Durant Company; Cleveland, Hasselrigg & Nesbitt; Jordan, Jordan-Newbury Company; Peerless, C. Katz; Stutz, E. Sutphen; Reo, H. M. Taylor; Packard, C. H. Flack; Locomobile, H. Yankow; Elcar, H. Fisher; Gardner, F. Tilton.

have some advantages over the railway train for local travel. Two of these are the greater frequency and flexibility of its service. Compared with the railroad train, the bus can give service at more frequent intervals, because each unit of service is small and may be operated cheaply in comparison to the cost of operating a train.

1ST ANNIVERSARY OF FORD AIRWAYS

No Accidents Mar Operations During
First Year

Special from A. D. N. Detroit Bureau
Detroit, April 14.—Yesterday was the first anniversary of the Ford Airways. Flying began April 13, 1925, when the Malden Dearborn I, an all-metal Stout plane, left Detroit for Chicago with 1,000 pounds of freight aboard. The initial flight between the two cities was made in under two and one-half hours.

A little later, Detroit and Cleveland were linked by air-freight service. February 15, Ford planes began carrying the United States mails, connecting Detroit with the transcontinental air lines.

In the report of the first year's operations it is shown that there has been no accident due to planes, and that no one connected with the operation of the planes has ever been injured. Out of 663 trips undertaken in the year on the Chicago line, 649 were completed, developing a 97 per cent. efficiency. Flying between Detroit and Chicago, the planes covered 165,495 miles, were in the air 1,791 hours and transported 635,221 pounds of Ford express and freight, in addition to the mail that has been carried since February 15.

A remarkable record was made on the Cleveland run. Of 457 trips undertaken, 453 were completed—an efficiency record of 99 per cent. Mr. Ford is reported to consider this a satisfactory showing. Since July 1 the Detroit-Cleveland planes have covered 57,531 miles in 688 hours of actual flying, and have carried 409,181 pounds of Ford merchandise, besides the mails.

The present type of plane being manufactured at Dearborn is powered with three air-cooled engines; they provide an ample reserve of power for practically any possible emergency, since with one engine alone a plane can be maneuvered to a safe landing.

Experiments are being conducted on a radio beacon, by means of which it is believed that planes can be made practically independent of visibility conditions. The use of this beacon, with the multi-powered planes, is counted on to maintain the existing high standard of safe operation.

Auburn Car Sales Show Gain of 306%

Auburn, Ind., April 14.—At the close of the first quarter of this year, E. L. Cord, president of the Auburn Automobile Company reports sales of 3,396 cars representing a value of \$6,265,620. This is an increase in cars of 306 per cent. over the same period of last year, when 839 cars were sold.

January, with 838 cars, was the largest month in the history of the Auburn Company. The next largest month was June of last year with 824 cars. In February of 1926 sales amounted to 1,066 cars, surpassing January by 228 cars. March sales amounted to 1,492 cars.

The export business for March amounted to 152 cars, as compared to 42 cars for the same period last year. The first quarter's export business was 268 cars, as compared to 84 cars in 1925.

100 PER CENT. AUTO SHOW

Tampa, Fla., April 14.—Practically every automobile dealer in Tampa entered models for the automobile show staged at the Davis Islands coliseum last week.

AUTO OPERATION FIXED AT 7 CENTS PER MILE

Special from A. D. N. Washington Bureau
Washington, April 15.—The Treasury Department has fixed 7 cents a mile compensation for use of private automobiles as the actual cost of operation, plus compensation for the vehicle's use.

A decision to this effect was made today by Controller General McCarl, in passing on claims of Department of Agriculture employees who use their own automobiles in behalf of government work.

CAN'T PRODUCE LOW-PRICED CAR

Canadian Statesman
Explains Dominion's
Position

Montreal, April 14.—The question has frequently been discussed as to why the manufacturer of automobiles in Canada cannot produce and put on the market as cheap a car as can be sold in the United States, even leaving aside taxes and duties. Answering this question in the House of Commons recently, T. E. Kaiser, member for Ontario, said:—

"Putting the manufacturers in the two countries on an equal footing, what are the reasons that the competition even then would tell against the Canadian producer?"

"The main reasons are that quantity production is less, resulting in higher costs; there is a considerable purchase of materials from outside countries on which duty is collected; machinery and equipment are largely purchased abroad, carrying a duty of 27½ per cent.; materials purchased from Canadian manufacturers are higher in cost because those manufacturers have been required to pay a duty on their raw materials; the cost of these materials is further increased because of small production; the cost of distribution in Canada is greater because of wide area and small volume, this item alone accounting for at least 10 per cent.

"Furthermore, the car produced in Canada contains certain refinements for which no credit is given when making price comparisons with similar cars produced in the United States.

"Then, again, the car as listed in Canada includes certain extras not included in the United States list, and the latter list prices are generally on an f. o. b. factory basis, while in Canada they are on a delivered basis. In addition to these items of higher cost, dealers in Canada require a greater margin on their business because of its small volume."

URGE ROAD BOND ISSUE

Frankfort, Ky., April 14.—Automobile dealers of Paducah are using the advertising columns of the daily newspapers of that city to urge votes in favor of a \$500,000 bond issue for the improvement of the McCracken county roads.

NEW passenger car registrations, throughout the entire country, will be found on Pages 4 and 5 of this issue.

DEALERS' STOCKS SHOW 30% GAIN OVER LAST YEAR

Retail Car Sales 5%
Greater This
Season

Special from A. D. N. Washington Bureau

WASHINGTON, April 14.—Automobile dealers' stocks are increasing and reports to the Federal Reserve Bank in Chicago by representative dealers show stock 18 per cent. greater than a month earlier and 30 per cent. greater than on the same date in 1925.

Wholesalers reported to the Chicago bank an increase of two-thirds in number of cars sold over those of a year ago, while retailers were 5 per cent. larger. This is the information conveyed in the April bulletin of the Federal Reserve Board, just made public.

Production during the first two months of this year was greater than in the corresponding period of 1925 and 1923, but less than in those months of 1924, the previous record. Truck output exceeded that of January and February of any previous year. Trade reports indicate a continuation of production at a high rate during March.

Distribution of cars was large during February, exceeding that of a year ago by an appreciable margin. Reports indicate, however, that retail sales by dealers were much smaller than their receipts from manufacturers; the ratio of dealers' retail sales to receipts reported by manufacturers producing 63 per cent. of the total output equaled 73 per cent. in February, as compared with 87 per cent. in the corresponding month of 1925, 79 per cent. in 1924, and 81 per cent. in 1923.

Production and shipments of tires and tubes increased in February as compared with January. The output was slightly greater than a year ago, but shipments were smaller. Stocks of tires and tubes were increased and at the end of the month were the largest on record.

Crude rubber prices, which declined almost steadily from early in December until late in February, falling to about 50 cents a pound, strengthened somewhat in March and rose to above 60 cents. Imports of crude rubber continued large.

SO. BEND TO ORGANIZE NEW N. A. D. A. BRANCH

South Bend, Ind., April 14.—First steps toward organizing a local branch of the National Automobile Dealers' Association were taken here Monday night at a dinner attended by 165 automobile dealers of South Bend and nearby cities.

A. R. Kroh, national organizer of the association, attended the meeting and explained the purpose and work. Another meeting will be held here in the near future to complete the local branch organization.

Price Changes and New Models Shown in Table

NEW YORK, April 14.—A bulletin showing all price changes and new models for passenger cars (phaeton, coach and sedan models only), motor trucks, motor buses and taxicabs between March 15, 1925, and March 15, 1926, has been issued by the National Automobile Chamber of Commerce.

The following table shows the passenger car price changes. Tables showing the changes in truck, bus and taxicab prices will be printed in subsequent issues.

New models are indicated by the bold face type.

Date	Car	PHAETON			COACH			SEDAN		
		Old Price	New Price	Dec.	Old Price	New Price	Dec.	Old Price	New Price	Dec.
June 1, 1925	Alexander 6	11850	1650	-200				2395		
April 23, 1925	Apperson 6	1650	1650		2250					
April 30, 1925	Apperson 6	1650	1650		2250			2395	2250	-145
May 14, 1925	Apperson 6	1650	1650		2250	2150	-100	2395	2250	-145
June 15, 1925	Apperson 6	1650	1650		2250	2050	-100	2395	2100	-150
May 14, 1925	Apperson 8	2550	2550		2650			2850	2750	-100
June 15, 1925	Apperson 8	2550	2550		2650	2450	-200	2750	2595	-155
Dec. 31, 1925	Auburn 4-44		1145					1195		
May 10, 1925	Auburn 6-66		1395			1595		1795		
Dec. 21, 1925	Auburn 6-66	1395			1595	1495	-100	1795	1655	-140
Dec. 21, 1925	Auburn 8-88	1995	1695	-300	2250	1795	-455	2350	1995	-355
Aug. 1, 1925	Buick Standard	1175	1150	-25	1295	1195	-100	1665	1295	-370
Aug. 1, 1925	Buick Master	1395	1295	-100	1495	1395	-100	2225	1495	-730
Aug. 1, 1925	New Cadillac		3250					4150		
Aug. 1, 1925	New Cadillac, St. Brougham					2995				
Jan. 1, 1926	New Cadillac, Standard							3195		
April 6, 1925	Case X	1695	1595	-100				2975		
Jan. 1, 1926	Case Y		2225					1995	1490	-505
Sept. 27, 1925	Chandler	1695	1495	-100				1490	1390	-100
Jan. 1, 1926	Chandler	1495	1645	+ 50				1490	1390	-100
Aug. 1, 1925	Chevrolet Sup'r	625	625		735	695	-40	825	775	-50
Jan. 1, 1926	Chevrolet Sup'r	625	610	-15	695	645	-50	775	725	-50
Jan. 25, 1925	Chrysler 4	895	845	-50	1045	935	-110	1095	995	-100
June 1, 1925	Chrysler 6		1545					1825	1695	-130
July 30, 1925	Chrysler 6	1495	1295	-100	1545	1445	-100	1825	1695	-130
Dec. 31, 1925	Chrysler 6 Imp.		2645					3395		
Oct. 1, 1925	Cleveland 31	895						1195	995	-200
Dec. 31, 1925	Cleveland 31	895						995	1090	+ 95
Nov. 1, 1925	Cleveland 31 De L.		1025					1250		
Mar. 15, 1925	Cleveland 31 De L.							1495	1295	-200
Oct. 1, 1925	Cleveland 43	1095				1295		1695	1495	-200
Jan. 1, 1926	Cleveland 43							1695	1595	-100
Oct. 1, 1925	Cleveland 43 De L.							1895	1595	-300
Oct. 1, 1925	Cleveland 43 Sport	1245	1245					1725	1425	-300
Dec. 31, 1925	Cleveland 43 Sport	1245	1295	+ 50				1625		
July 1, 1925	Cunningham, 132" w. b.	5800	6150	+ 350				7650	8100	+ 450
July 1, 1925	Cunningham, 142" w. b.	6300	6650	+ 350				8100	8450	+ 350
Oct. 15, 1925	Dagmar 6-66	1895	1785	-110				2445		
Oct. 15, 1925	Dagmar 6-70	3500						4500	4700	+ 200
July 1, 1925	Davis 90	1395						1995	1595	-400
July 1, 1925	Davis 91	1695						2295	1895	-400
Jan. 1, 1926	Davis 92		1395					1395		
Mar. 15, 1925	Davis 92	1295	1495	+ 100				1395	1595	+ 200
Jan. 1, 1926	Davis 93		1395					1295		
Feb. 11, 1925	Davis 93	1295						1895		
Jan. 1, 1926	Davis 93		1895					1895		
Jan. 1, 1926	Davis 94	1895	1695	-200				1995	2195	+ 200
April 1, 1926	Davis 94				1895	1995	+ 100	1995	2195	+ 200
Aug. 17, 1925	Dodge Bros.	885	875	-10	1095	1035	-60	1245	1195	-50
Aug. 17, 1925	Dodge Bros. B							1095	1045	-50
Dec. 15, 1925	Dodge Bros. B	985	975	-10	1195	1095	-100	1245	1195	-50
Aug. 17, 1925	Dodge (Spec.)	985	975	-10	1195	1095	-100	1245	1195	-50
Aug. 17, 1925	Dodge B (Spec.)							1195	1145	-50
Dec. 15, 1925	Dodge B (Spec.)							1145	945	-200
April 15, 1925	Ducenberg	6250	6750	+ 500				7800	8300	+ 500
July 16, 1925	Durant	830	810	-20	1050			1190	1150	-40
Jan. 7, 1926	Durant		830		890	890		1190	1150	-40
May 21, 1925	Durant Special	950	930	-20	1100			1310	1280	-30
July 16, 1925	Durant Special	950	930	-20	1100			1280	995	-285
Jan. 7, 1926	Durant Special	930	805	-125	1100	875	-225	1280	995	-285
April 30, 1925	Elcar 4-41				1295			1395		
June 18, 1925	Elcar 4-55		1095		1195			1395		
June 18, 1925	Elcar 6-65		1295		1395			2265		
April 2, 1925	Elcar 6-65	2165						2265		
Jan. 1, 1926	Elcar 8-81		2265					2265		
June 1, 1925	Essex	900	850	-50	995	850	-145			
Aug. 19, 1925	Essex	850			850	795	-55			
Oct. 20, 1925	Essex	850			795	765	-30			
Jan. 1, 1926	Essex	850	765	-85	765					
April 1, 1925	Flint 40	1675	1285	+ 210	1640	1760	+ 120	1680		
Sept. 1, 1925	Flint 40	1285	1185	-100	1760	1575	-185	1680	1495	-185
Sept. 1, 1925	Flint 60	1595			2735	2435	-300	2285		
Jan. 1, 1926	Flint 60		1285			1495		1525		
Jan. 1, 1926	Flint 80		1595			2045		2195		
Jan. 1, 1926	Flint Jr. 6					1085				
Jan. 1, 1926	Flint Jr. 6 De L.					1185				

Two Big Selling Novelties



\$1.00 a pair



Price \$1.25

RAINBO ACCESSORIES CO.

1420 So. Michigan Ave.

Chicago

That Pay!

Giant Grip Auto-Gram

Beautiful, distinctive initials for the motor car. Nickel-silver with blue Duco background. Cement furnished. Guaranteed to hold. Free display cabinet with assortment of 36 pairs. Counter card, too. Stock exchange privilege. Get details.

Guaranteed Unbreakable Gear Shift Lever Ball

Made in all combinations from 11 basic colors. Packed 18 in counter display box. Also counter display card. Complete with bushings. 2 inches in diameter. Highly polished. Fast seller.

Ask for catalog of entire line of 12 items. Order from your jobber or direct.

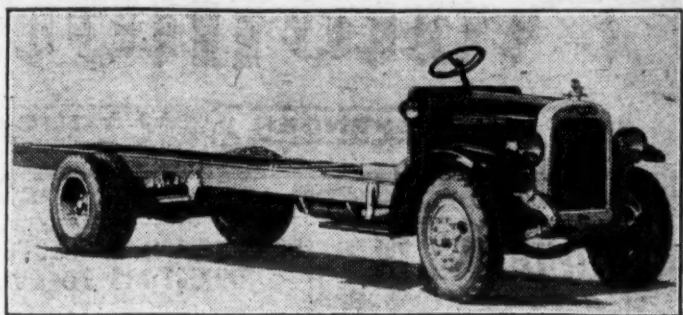
HAL G. TRUMP JOINS FRED RANDALL CO.

Detroit, April 14.—Hal G. Trump, who recently resigned as the Detroit manager of Critchfield & Co., has joined the Fred M. Randall Company as account executive, with headquarters in Detroit. Mr. Trump has been active in advertising agencies for fifteen years, serving with Campbell-Ewald Company, Green, Fulton, Cunningham Company, and as treasurer of Campbell, Trump & Co. He has specialized in financial and automotive advertising.

FORD STEAMSHIP LOADS CARGO OF LUMBER

Olympia, Wash., April 14.—The Ford steamship Onondaga, sister ship of the Oneida, first Ford ship to carry cargo to and from the Pacific Coast, was loading at Hoquiam, Wash., last week, where she took on a cargo of 1,800,000 feet of lumber for Atlantic Coast ports. The Onondaga came to the Pacific Coast with a load of Ford parts for Seattle and Portland. She is the second Ford ship to load at Hoquiam for the east coast.

Federal Motor Truck Co. Announces New Models



Special from A. D. N. Detroit Bureau

DETROIT, April 14.—The Federal Motor Truck Company announces a new "Bix Six" series, the outstanding feature of which is that the truck is now available in a number of wheelbases and loading spaces.

The standard wheelbase is 191 inches, with a loading space of 179 inches. Special types are also furnished as follows: 155-inch

wheelbase, 108-inch loading space; 167-inch wheelbase, 131-inch loading space; 179-inch wheelbase, 155-inch loading space; 217-inch wheelbase, 179-inch loading space.

In the new series the frame has been deepened to 7 1/2 inches, producing a chassis that has an added look of rugged strength and dependability. An air-cleaner has been added, and more positive cooling is assured by the adoption of a larger radiator, equipped with a fan shroud.

Truck users are demanding better looking vehicles. To meet this the new Federal trucks are fitted with a handsome radiator of new design, with a shell of polished aluminum; the hood has been raised and rounded, producing a streamline effect similar to that noted in passenger cars. A touch of "swank" for a truck is the nickeled motometer with a cross-bar cap.

The idea has apparently been to make the truck an "eye-catcher" on the street. Improvements, refinements and equipment of the new series have been added without increasing the selling price of the trucks.

COMPLAINT AGAINST FISK RUBBER CO. DISMISSED

Washington, April 14.—The Federal Trade Commission today dismissed its complaint against the Fisk Rubber Company of Chicopee Falls, Mass.

The complaint charged that the company substantially lessened competition between itself and the Federal Rubber Manufacturing Company of Cudahy, Wis., in the sale and distribution of tires by the alleged acquisition of approximately 51 per cent. of the capital stock of the Federal Company.

H. R. GRAHAM BUYS STIMPSON SCALE PLANT

Detroit, April 14.—Harry R. Graham of Owen & Graham, G. M. C. truck distributors, has bought the plant of the Stimpson Scale and Electric Company, at Northville, Mich. The latter company will continue in business in an adjoining building. Mr. Graham has made no definite plans with respect to the future of the property. "Just an individual investment," he said this morning. The property consists of a two-story building, one block long, a three-story building, and an office building.

HEDIN PROMOTED

Portland, Ore., April 14.—Mauritz Hedin, widely known in western advertising circles, has been appointed manager of the Portland, Ore., office of James Houlihan, Inc., advertising agency, according to an announcement made by James Houlihan, president.

ADVERTISEMENT

Every 2 1/4 seconds, somewhere in the world, some one buys a Dunlop Tire.

Late Spring in Montreal Delays Delivery of Cars

MONTREAL, April 14.—While new and used car sales may be said to be well up for this season of the year, all dealers report that weather conditions are greatly delaying the taking of deliveries, open weather this year being from ten days to two weeks later than in 1925.

The higher-priced cars are going rather better than those of medium and lower grades, says Amie Grenier of Grenier Motors, Ltd. Pierce-Arrows have maintained a steady average during the winter months, with present deliveries well up for this season of the year, Grenier points out. The same may be said for the Packards.

On the other hand, the smaller cars are sold, more or less, from a seasonal viewpoint of trade. Especially is this true, says T. J. Sullivan of General Motors, when good open spring weather comes on. When it comes to the medium-priced cars, H. P. Mustard of the McLaughlin Company says that there is a bit of shopping around by buyers before they come to a decision. However, from all accounts coming from the Willits-Saint Claire, Nash, Studebaker, McLaughlin, Franklin and others of this grade, this year is going to surpass all previous ones in cars sold, inquiries having been brisk since the Montreal Motor Show.

The used car continues a problem as usual. Few dealers feel capable of breaking away from this trade in business custom. But with the advent of fine weather it is safe to predict that trading will begin in earnest and the general automobile trade will be stimulated all along the line.

The Stutz car, of the Hamilton Motors, Ltd., Montreal, is coming in for a great deal of attention lately, judging from the callers to the new show rooms of the company in the Forum Building, as is also the Willits-Saint Claire. The latter has maintained a top-notch business all year, according to reports from the Montreal manager, Juan Escala. The Cadillac is also a strong competitor in the big car field.

Toledo Dealers Report Busiest Week of Year

Toledo, April 14.—The merchants on Motor Row are once more happy because there is a decided turn in business activity. The backward spring and the many storms had given the business a setback that caused considerable worry. But the week just closed has been the busiest of the year.

Not only has the new car market been active, but the used car business has shot ahead with astonishing speed. The sunshine of the past few days brought out scores of vacant lot sales of used cars.

There have been more prospects for new and used cars in the past week than for any month previous. Many dealers who believed business to be slumping now feel more than encouraged.

Robert L. Butler, branch manager of the Willits-Overland Company, has closed the biggest week of the year in both new and used automobiles. "We couldn't get the machines ready for delivery rapidly enough to take care of the demand," he said. "The branch and city dealers are more than 200 cars behind on the delivery of the new model 70 and business in 4's and 6's is running high. March was ahead of last year in both wholesale and retail at the Overland branch, but April looks like it will double the business of a year ago."

Chevrolet dealers report an increased business activity beyond all expectations during the past week. Right around Easter there was a sharp slump in the Chevrolet business, but the past week has made up for it, said George B. Kopf of the Kopf Motor Sales Company, oldest Chevrolet dealer in this section.

Lyman Arnold, distributor of the Lincoln car, delivered five new Lincoln automobiles in the past few days.

The Landman-Griffith Company has had a big business report during the week on Chrysler automobiles. The business is 35 to 40 per cent. ahead for the week and much ahead of the corresponding week a year ago. Mr. Griffith has done away with his used car department and sells all trade-ins to used car buyers immediately. The plan is working well and he has no intention of again opening a used car department, he says.

Laurie Brothers, Studebaker distributor, finished the biggest week's business of the year. Samuel Laurie said retail sales for the week averaged five Studebaker cars a day.

DEALER SHIPS BY BARGE WHEN ROADS IMPASSABLE

Davenport, Ia., April 14.—Shipping by river barge, owing to the impassable Iowa roads, was adopted when the Horst & Strieter Company, Ford distributor in this territory, loaded three barges for delivery at Muscatine.

Sixty-five cars, trucks and tractors were driven from the company's Rockingham distributing plant to the levee and loaded on the decks of three barges. The shipment was valued at about \$30,000. At Muscatine the cars, trucks and tractors will be distributed at once by the Horst & Strieter branch there.

Dealer Solves His Used Car Problem

Rochester, N. Y., April 14.—Lohman & Watters, Inc., dealers in Rochester for Willits-Saint Claire motor cars, believe they have solved the used car problem and prove it by the fact that they seldom ever have more than one used car at a time, and often none at all. "We don't believe in holding out for high prices for used cars as some dealers do," said Arthur C. Lohman. "We would rather keep our cars moving and make smaller profits. Our used car salesroom is never full; many times we have only one or two used cars, sometimes none. There is a better market for high grade used cars at the present time than ever before."

Mr. Lohman said that his company has sold three times as many cars this spring as in the same period a year ago. "Our business, however, is largely in six-cylinder cars," he said. "In the last eight months we have sold few eight-cylinder cars. In the Rochester territory 99 per cent. more sixes are sold than eights, and 65 per cent. more closed cars are sold than open models. Rochester people seem to prefer sixes to eights, although our sport model eight-cylinders are quite popular here."

SALES BAROMETER AIDS DODGE BROS. DEALER

Rockford, Ill., April 14.—A novel daily sales barometer carried in a local newspaper is one of the best advertising stunts that he has ever used, according to R. A. Herrington of the Keyt-Herrington Auto Company, Dodge Brothers distributor here.

A small box is carried in the same location of the paper every day. A large number, followed by the phrase "Dodge Brothers automobiles have been sold in Rockford this year—WHY?" constitutes the copy. Salesmen use the daily barometer in their talks to prospects, pointing out the constantly increasing number of Dodges that are being sold. Factory officials have just indorsed the advertising promotion plan.

HUDSON-ESSEX DISTRIB. HAS BIGGEST MONTH

Bridgeport, Conn., April 14.—The Erwin M. Jennings Company, Inc., Hudson-Essex distributor in Connecticut, has handled this line ever since Hudson-Essex cars were made. H. C. Owen reports that this company did the greatest month's business in March, 1926, that they have ever done in the history of their existence of seventeen years. Mr. Owens also reports having added another dealership in Seymour, Conn., the Central Garage.

FORD PARTS MEN AT MEET IN SAN ANTONIO

San Antonio, April 14.—About fifteen Ford parts men of this city attended a service meeting held in the Gunter Hotel recently. W. D. Lubbock, parts manager of the Ford Motor Company factory branch at Houston, was in the city to conduct the meeting.

The purpose of the gathering was to discuss the various discounts to be given authorized Ford dealers, smaller garages, owners of limited Ford fleets, consisting of five or more cars, and national Ford fleets, consisting of fifty or more cars.

FORD DEALERS. This group, snapped by the photographer at the Dearborn Country Club while on a recent visit to the Detroit factory, includes the dealers from the territory served by the Ford Motor Company's plant at Norfolk, Va.



WATERBURY DEALER BUYS 260 STAR-DURANT CARS

Waterbury, April 14.—The largest cash purchase of any automobile concern in this section has been made by the D. & S. Motors of this city in the outright purchase of 110 Star four-door sedans and 150 Durant automobiles, the entire shipment to be delivered in Waterbury during the month of April.

The proposition involved more than \$150,000. Of the 100 Star sedans purchased more than one-half have been sold to date. Announcement of the huge sale is drawing large crowds to the show rooms daily. "Never before in the history of Waterbury has such a large stock of cars been purchased in one month," Louis Don, manager of the local company, said. "And this entire purchase is apparently being sold in one month."

CHEVROLET DEALER HOST TO SALES MANAGERS

Altoona, Pa., April 14.—About sixty sales managers of dealerships for the Chevrolet Motor Company in the Pittsburgh zone, comprising the west and central parts of Pennsylvania, recently held a meeting in this city. W. H. Murray, the head of the local dealership, was convention host.

During a luncheon meeting in the Penn Alto Hotel talks bearing on policies and business prospects for spring were made by Felix Doran, Jr.; C. M. Murphy, F. E. Nettleton and E. M. Evans of Pittsburgh, Howard F. Horne, H. A. Donnelly and Mr. Murray of this city.

KISSEL DISTRIBUTOR

Hartford, Wis., April 14.—G. A. Kissel, president of the Kissel Motor Car Company, has announced the appointment of Harold Hills as San Francisco distributor for Kissel sixes and straight eights.

CREDIT SELLING USED IN DAYTON

Dayton, O., April 14 (U. T. P. S.).—"Eighty per cent. of the new automobiles sold in the Dayton territory are financed on the installment plan," is the way one of the largest dealers stated the case as it pertains to this city.

Commenting further on the automobile trade generally, he declared that the buying of a car on the installment plan induces forming the thrift habit, and that every member of the family readily enters into the game of seeing how quickly the machine can be paid for.

The psychology of the family, when uniting to buy and pay for a car, is interesting, according to this dealer's observation.

There are families with girls and boys not working nor earning, while the head of the house is often hard put to it to make ends meet. To buy a car and pay for it outright is out of the question for the father alone. But with the whole family wanting a car they want it bad and want it quickly.

The proposal that each member of the family assume a proportion of the obligation is considered, usually favorably, and the father has the satisfaction of seeing other members of his family enter the earning list besides himself.

The example is catching, according to the dealer, who has observed this plan in one family being adopted by a neighbor in similar circumstances. The dealer says he has accepted the hint and has sold several high-priced cars to families who appeared glad for the opportunity to buy a fine car on terms which made its payment easy. Such sales have been satisfactory to all concerned, and every car, so far in this dealer's experience, has been fully paid for.

for Economical Transportation



Keeping step with Chevrolet's ever-growing public popularity is Chevrolet's phenomenal increase in its dealer organization. 1000 additional dealers have been attracted to Chevrolet since a year ago.

Touring - -	\$510	Sedan - - - -	\$735
Roadster - -	\$510	Landau - - - -	\$765
Coupe - - -	\$645	½ Ton Truck -	\$395
Coach - - -	\$645	(Chassis Only)	
		1 Ton Truck - -	\$550
		(Chassis Only)	

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET MOTOR COMPANY, DETROIT, MICH.
Division of General Motors Corporation

Q U A L I T Y A T L O W C O S T

REGISTRATION STATISTICS

Figures are those of February. In the cases of Nevada and New Jersey the registration figures are not available at this time.

States	Loco- mobile	Marmon	Moon	Nash	Oakland	Olds- mobile	Overland	Packard	Paige	Peerless	Pierce- Arrow	Pontiac	Reo	Ricken- backer	Star	Stearns- Knight	Stude- baker	Stutz	Velle	Wills	Wills- Ste. Claire	Willys- Knight	Miscella- neous	Totals	States	
Alabama				16	4	14	18	4	2				3		12		23					7		1737	Alabama	
Arizona	11		3	3	7	8	9	1			2		2		43		11					4		487	Arizona	
Arkansas		1	12	27	20	16	76	2	3	1			3	1	113		49					12	22	2375	Arkansas	
California	32	39	45	509	287	208	280	161	84	55	28		45	52	551	4	658	3	21	5	131	143		15253	California	
Colorado		5	3	54	36	54	139	24	4	4	3		10	30	308		110	2	6		38	34		3374	Colorado	
Connecticut	7	9	5	69	71	33	98	46	4	4	15		17	4	23	4	100	3	7	1	33	59		2510	Connecticut	
Delaware		1	1	9	13		16	6			1	2			3		10					3	7	390	Delaware	
Florida	14	46	14	364	136	91	424	137	8	28	25		44	2	103		407	7	15	12	203	30		10974	Florida	
Georgia		3	1	42	4	10	6	1			6		3				45					2	20	1051	Georgia	
Idaho				30	22	35	40		4			2		1	79		17		3			12	15	1014	Idaho	
Illinois	44	33	52	548	331	191	778	212	38	71	37		122	64	300	12	527	13	46	26	334	63		14279	Illinois	
Indiana		5	12	35	88	115	343	9	2	8	1	22	12	6	55		105	4	12	1	44	95		5316	Indiana	
Iowa		1	1	61	24	32	158	18	2	2	1	10	6	8	147		42		5		23	15		4242	Iowa	
Kansas		1	1	41	64	20	71	5	1	2		4	5	3	83		39					8	9	2911	Kansas	
Kentucky	3	1	1	64	32	36	99	12	4		2	5	11	2	37		68	1			32	23		2898	Kentucky	
Louisiana		1	2	67	16	17	49	15		6	4		6	1	42		52				30	8		3038	Louisiana	
Maine				5			4	1							1		3					2		92	Maine	
Maryland	6	6	1	52	19	24	92	14	1	21	2		5	8	53		58		5		23	22		2343	Maryland	
Massachusetts	2	5	3	57	26	17	28	20	7	12	12		8	22	18		33		4	4	7	32		1643	Massachusetts	
Michigan	2	12	11	299	304	200	263	60	54	15		212	58	15	175		196	2	3	6	57	41		10865	Michigan	
Minnesota		2	5	59	105	70	286	17		4	1		9	4	52		86	1	6		37	29		4622	Minnesota	
Mississippi		3	2	132	12	19	168	20	1	1			6	1	173		152		1	1	20	4		11308	Mississippi	
Missouri		7	34	130	102	106	242	31	4	20	13		5	14	10	196		147		10	8	85	56	8068	Missouri	
Montana				22	17	22	22	3				1	2	2	30		14					5	3	742	Montana	
Nebraska	1	1	1	61	32	51	114	13					10		150		46		1		18	29		4905	Nebraska	
Nevada																										Nevada
N. Hamp.				5	7	3	10	3			1	1	8		2		13	1	1		2			283	N. Hamp.	
New Jersey																										New Jersey
N. Mexico																4		1						70	N. Mexico	
New York	19	20	7	441	134	104	265	115	44	58	28	47	37	12	103		414	2	13	8	146	33		7872	New York	
N. Carolina	3	1		75	16	38	45	21						5	1	76		45		2		11	6	4334	N. Carolina	
N. Dakota				13	29	56	90	1	2			12		4	59		23		1			6	12	2047	N. Dakota	
Ohio	16	4	37	200	120	120	319	57	9	37	10	2	21	26	103		202	2	3	7	73	133		7814	Ohio	
Oklahoma		2	1	67	49	17	75	8	1		6		7	3	67		49					13	10	3657	Oklahoma	
Oregon	1		7	40	37	43	52	10	3		1	11	1	8	105		51		1			19	14	1834	Oregon	
Pennsylvania	7	18	19	347	236	118	288	109	37	39	21		31	12	218		239	3	7	4	105	52		8431	Pennsylvania	
Rh. Island	1	1	4	11	9	6	7	6		1	1			1		11		8	1			2	3	302	Rh. Island	
S. Carolina				28	9	24	22	7					10		25		31					8	1	1573	S. Carolina	
S. Dakota				8	12	22	45	2						2		22		14				2	1	746	S. Dakota	
Tennessee	1	4	3	86	19	33	46	22	3	1	3	1	7		57		130					18	3	4673	Tennessee	
Texas	6	26	259	141	117	402	50	2	19	17			20	6	364		314	1	6			98	46	14891	Texas	
Utah			6	26	10	34	34	3	1			2	2	4	24		22					9	1	643	Utah	
Vermont				6	2	1	8					1	1				5					1		172	Vermont	
Virginia	2	3	3	92	30	30	120	23	3	8		3	4	5	114		88	1	6	2	30	22		4851	Virginia	
Washington		4	2	36	37	53	70	17	1		1	8	4	1	79		49		4			18	13	1992	Washington	
W. Virginia	1			29	15	17	17	2	5	3				1	3	41		19				5	12	795	W. Virginia	
Wisconsin			6	196	71	106	310	18	3	8	5	9	16	6	75		85		6	3	42	26		4991	Wisconsin	
Wyoming				34	6	16	9	2			1	1			26		5				2			410	Wyoming	
Dis. of Col.	3	2	1	41	3	3	6	10		17	1			4	1	3		23	1	2	1	9	1	710	Dis. of Col.	
Total	279	243	332	4845	2770	2351	6163	1318	337	445	248	361	597	333	4327	**20	4828	48	197	91	1787	1148		189,628	Total	
metropolitan district. **Complete returns not in.																										

metropolitan district. **Complete returns not in.

Trucks and Buses In Active Demand At Philadelphia

Philadelphia, April 14.—Motor trucks here have been selling at an encouraging rate, coal, express and general hauling types, together with dump trucks for contractors, taking the lead in volume.

Electric vehicles for commercial purposes have been selling rather slowly, but distributors are optimistic over the outlook for spring and summer.

The Autocar Sales and Service Company reports very good business in the general line, with a decided improvement over sales at this time in 1925 and also over last fall.

The Sterling Motor Truck Company finds trading very good for the past week, with what it characterizes as a wonderful March in the sale of dump trucks.

The Commercial Truck Company reports business not especially lively at this time, but about equal to the average of the first two months in the year.

Sales of motor trucks continue active. Reports that a number of strong transportation concerns out in the state are contemplating considerable extensions, and the number of new bus companies and lines forming in the suburbs of Philadelphia and at nearby points, give rise to the feeling that business in this field will materially increase in the near future.

Boston Dealers Enjoy Good Sales Season

Boston, April 14.—Truck dealers in Boston, distributing to this city and New England, are enjoying one of their best seasons, with sales increases ranging 50 to 140 per cent. ahead of last year. All companies report a favorable situation not only for deliveries already made, but also for pending business.

The Sanford Motor Truck Company expects an average increase in business of 100 per cent. over the 1925 season when the year closes. The Henshaw Motor Company, New England distributor for Dodge Brothers and Graham Brothers trucks, reports sales up to the present time to be 140 per cent. ahead of last year, with the peak still in sight. April, ordinarily a slower month than the first three in the year, gives promise of being just as good this year, as there has been no apparent slackening in sales for the first week.

Kelly-Springfield's Boston office reports a sales increase of 50 per cent. over last year, with a strong probability that the end of the season will see this same percentage sustained.

The Sanford Motor Truck Company also announces that its present sales records show an increase of 50 per cent. over last year and the prediction was confidently advanced that the sales increase for the year will be 100 per cent. ahead of 1925.

The Pierce-Arrow Company, while not able to report any special advance over last year, announces that it is keeping well up with 1925 figures. Taking the business of this firm as a whole, with all sales together, the outlook is said to be very promising. This firm, like many others, reports a tremendous amount of business pending that will make 1926 sales jump ahead of 1925 when delivery begins.

I. H. C. TRUCK BRANCH AT L. A. IN NEW QUARTERS

Los Angeles, April 14.—To take care of its rapidly increasing sales of International motor trucks, the International Harvester Company has secured larger quarters for this branch of the business, according to an announcement of Louis C. Lieber, local motor truck sales manager.

The new International motor truck home will be at 1628 East 7th St., in the building formerly occupied by Mack trucks. The building is close to the present location of International truck sales and is now being completely remodeled and renovated, to be ready for occupancy soon.

JOINS DISTRIBUTOR

Seattle, April 14.—J. W. Miller has purchased an interest in the Northwest Lubricator Company, distributor for Shere grease guns in Washington, Oregon, Idaho and Montana, and has been elected secretary and treasurer.

WISE

ACORN NUTS

**BETTER—
—COST LESS.**

WRITE FOR SAMPLES

WISE INDUSTRIES

1033-43 Mt. Elliott
DETROIT, MICH.

Tire Notes

NEW TIRE STORE

Waterbury, April 14.—A new tire and automobile accessory store, the Detroit Auto Parts and Gear Company, has been opened here. Tires of all sizes and makes, both new and second hand, are kept in stock, as well as parts for all makes of cars. The store has a large warehouse in the rear filled with spare parts and equipment.

RETAIL DEPARTMENT

Willoughby, O., April 14 (U. T. P. S.).—The Standard Tire Company, manufacturers of Tiger Foot Cords, has opened a retail department, which is something new in its business. The department will be located at the factory.

NEW OWNERSHIP

Lincoln, Neb., April 14.—W. J. Byer, who recently purchased the Spangler Tire Company of Lincoln, will operate the business under the name of the W. J. Byer Tire Company. C. F. Riddle and George Hahn will remain with the concern.

DEALER ADDS TO LINE

Altoona, Pa., April 14.—J. E. Leap, local Michelin tire dealer, has added the truck and bus products of the India Rubber Company to his line.

TIRES BY CARLOAD

Cedar Rapids, Ia., April 14.—Blondo Brothers, Hood tire dealers here, staged a truck parade

BOTH BUS AND TROLLEY NEEDED, SAYS OFFICIAL

Richmond, Va., April 14 (U. T. P. S.).—No one who is acquainted with bus operating costs and who appreciates the need of a large vehicle such as the electric car in mass transportation will contend that the buses are going to wholly supplant electric cars, but there will be more buses rendering special services, usually at special fares, is the opinion of Luke C. Bradley, president of the Virginia Electric and Power Company.

Discussing the growing use of the passenger-carrying bus in the cities of the country, Mr. Bradley stated that while the bus has proved a great tool in supplemental service, it has not yet demonstrated its ability to supplant the electric car, largely owing to its inability to handle crowds quickly. It is useful, however, in serving new territories where traffic is not sufficient to warrant laying rail lines, he finds.

through the streets of the city recently, when they unloaded and carried to their tire store a carload of Hood tires and another carload of Horseshoe tires. The trucks were decorated with bunting and banners.

ORGANIZES COMPANY

St. Paul, April 14.—The Capital Tire and Rubber Company has been organized here by M. J. Welch, formerly with the Goodyear Rubber Company, 371 Sibley St., and is handling a complete line of Goodrich tires and accessories.

Rules for Bus Line Extensions in N. D.

Grand Forks, N. D., April 14.—Rapid growth of bus lines in North Dakota has caused the state railroad commission to lay down rules governing the extension of such service.

The trend of the commission's decision, reached upon application of the Lakota Bus and Transportation Company for opening a new bus line from McHenry to Coopers-town, is that bus companies contemplating opening of new routes must give attention to more frequent service rather than to capacity for larger service.

"The tendency of the automobile on account of its greater speed has been to increase the business horizon of the average individual, inducing him to make longer and more frequent trips, so that the passenger service which is now furnished is not the kind now demanded by the public," the commission held.

The Northern Pacific Railroad, along whose line the new bus line would operate, filed objections to granting permission to the new company.

ANTI-GLARE DEVICE

Seattle, Wash., April 14.—The Bartlett & Caines Company will establish a factory at Kelso, Wash., for the manufacture of an anti-glare device for automobile headlights, patented by C. H. Brumfield of Kelso. The plant will be in operation this week.

MOLL TIRE CO. IN NEW BUILDING AT DENVER

Denver, April 14.—One of the most beautiful buildings ever designed for a tire business has just been opened here by the Harry Moll Tire Company at 444 14th St. The structure is three stories high, built of concrete and steel, and the entire exterior is finished in pure white terra cotta, Italian Renaissance architecture.

The building stands over a full basement, which is used as the shipping room and has a capacity for storing 3,500 tires and as many inner tubes. Offices are located on the mezzanine floor, and the ground floor space is occupied by the sales and service departments. The Moll Tire Company distributes the Hood cord tires in Colorado, Wyoming, New Mexico and western Nebraska.

NEW BUSES BOUGHT

Bridgeport, Conn., April 14.—The White Line Bus Corporation of this city has purchased fourteen new buses from the White company of Cleveland. The new vehicles are of the twenty-nine passenger type and contain many devices that make for easy riding.

NEW LINE ANNOUNCED

Norfolk, Va., April 14.—Formation of a bus line between Elizabeth City, N. C., and points in lower Currit

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,
25 City Hall Place, New York, N. Y.

Entered as second-class matter August 27, 1925, at the post office at New York, N. Y., under the Act of March 3, 1879.

D. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

THURSDAY, APRIL 15, 1926

Advertising Headquarters—1926 Broadway, New York, N. Y. Telephone Trafalgar 4500.
Harry A. Tarantous, Advertising Manager. George M. Slocum, Manager Detroit Bureau, General Motors Building, Detroit, Mich. C. H. Shattuck, Western Manager, 168 North Michigan Ave., phone Central 5936, Chicago, Ill. Metz B. Hayes, New England Manager, Little Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal. Lincoln Building, Los Angeles, Cal. 1027 Henry Building, Seattle, Wash. E. T. Burke, 126 Pearl St., Buffalo, N. Y. P. C. Rust, S. W. corner 15th and Cherry St., Philadelphia, Pa.

Address ALL advertising correspondence for New York office to 1926 Broadway, New York City.

Editorial Department—25 City Hall Place, New York, N. Y.
Telephone Franklin 3900.

Alexander Johnston, Editor; Conrad J. Alexander, News Editor; Walter Boynton, Editor Detroit Bureau, Detroit, Mich. Contributing Editors: John C. Wetmore, Clyde Jennings.

SUBSCRIPTION RATES

United States and Possessions and Canada: One year, \$12.00. Six months, \$6.00.
Single copies, 10 cents.
Foreign subscriptions: One year, \$15.00. Six months, \$7.50.

Copyright, 1926, Automotive Daily News Publishing Corporation.

The End of the Game

THE Youngstown Automobile Dealers' Association, after petitioning the secretary of state, has received permission to change its corporate name to the Youngstown Automobile Merchants' Association.

And fifty thousand automobile dealers in every section of this broad United States will testify that the change in name represents the change in conditions that has come about in the automotive field.

Time was, and not so long ago, when a gentleman about to embark in the business of selling automobiles informed his friends that he was "going into the automobile game." As a general thing, that was exactly what he was doing. And he entered the "game" with a lordly contempt for knowing any of the rules under which it should be played. In fact, he didn't even know that there were rules that governed the successful operation of an automobile dealership.

Increased competition has changed all that. Selling automobiles is no longer treated as a game, at least not for very long, and the gentlemen who persist in doing so quickly pass over the great economic divide. In the intensely competitive market of today, only the dealer who knows his product, his territory, and his business by study and analysis can hope to survive.

In other words, the dealer of yesterday is becoming the automotive merchant of today, his success being founded on the same principles of merchandising that apply to any other sales business. We have come to the end of automobile selling as a game, and the Youngstown Association, which recognized the fact, has given evidence of a progressive and far-seeing spirit that is worthy of emulation.

Justified Optimism

THERE used to be a story of a confirmed optimist who fell from the tenth story of a skyscraper. As he passed the fifth floor going down, he remarked to himself: "All right so far."

We don't want to stress the analogy, but in a recent issue of the A. D. N. was chronicled a fine bit of optimism, in this case happily amply justified. In common with most of the Middle West, Kansas City was recently buried under a belated blizzard, which left a good two feet of snow on the ground. Obviously sales of cars were pretty well wiped out. But did the automobile merchants of Kansas City become discouraged? They did not. They found solace in a temporary hold up of sales in the fact that this late winter snow was exactly the thing needed by the wheat crop of the Middle West to make 1926 the bumper year of all time.

Looking beyond the present moment these automotive merchants see their territory full of money a few months hence and sales multiplying as soon as the temporary obstruction of the snowfall has been cleared away.

That is what we call constructive optimism—the ability to look beyond the present moment to discount a golden future. We hope that the Kansas City merchants are rewarded by the biggest year they ever have had.

General Motors was so prosperous that even its own guessers did not know how greatly until the official statement for the first quarter of 1926 appeared in the newspapers.

Who says that motoring isn't catching? Canada has caught the beneficent microbe so soundly that its official registration figures for 1926 show 719,206 motor cars and trucks in the Dominion.

Here and There in the Trade Headlines—by MacConachie



CITES MERITS OF "CLEAN STEEL"

Cadillac Engineer Declares It Essential To Dependability

DETROIT, April 14.—L. A. Danse, metallurgist of the Cadillac Motor Car Company, believes that cleanliness in steel is as essential to the ultimate dependability of the car in which the steel is used as complete sterilization is to securing proper results in surgery. Microscopic impurities in steel, in his judgment, are just as dangerous as microbes anywhere in an operation.

Danse cites a number of interesting examples of recent progress in the choice and improvement of metals used in highly stressed portions of motor cars. New discoveries have had the double advantage of increasing reliability and decreasing costs of manufacture.

By setting up a standard of microscopic purity in steel, Cadillac engineers claim they have been able to explode the theory of crystallization and breakage that was used in former years to explain the failure of parts.

Laboratory studies with modern equipment and the use of microphotographs showed, they say, that it was not crystallization that was responsible for failure, but what was called "fatigue" of the metal. And fatigue was usually due to the presence of some form of impurity. The engineers came to the conclusion that if steel could be made clean enough this cause of failure could be eliminated.

In undertaking to establish a perfectly clean steel they went back to the beginning, to the mill where the steel originated. They made certain changes in mill methods, in co-operation with the mill engineers. Experts from other lines joined in the work and new stand-

ards for cleanliness in steel were established.

Today in the Cadillac laboratories samples of steel intended for use in highly stressed parts of the car are examined with the most scrupulous care for evidence of included dirt. It takes at least twenty minutes, they claim, to complete the examination of a sample the size of a 5-cent piece.

Chromium molybdenum steel, now used in connecting rods by Cadillac and by some other manufacturers, has proved a tremendous improvement. Former practice was to use high grade electric furnace steel, which proved very satisfactory. The new steel, however, is generally considered to be five or six times as good as the former.

In the manufacture of studs and bolts, Cadillac formerly used two grades of steel. One of these showed a minimum tensile strength of 90,000 pounds per square inch; the other showed 105,000 pounds. Now a new steel has been adopted, they report,

which shows a minimum tensile strength of 105,000 pounds. The advantages claimed for it are that it is easier to get, it is more quickly available, it machines more easily, it is stronger and stands more fatigue and is lower in cost.

In parts subjected to wear or abrasion, they say, a special nickel steel is used that can be carburized, a process by which the surface, or skin, of the metal can be given an intense hardness to resist wear, while the body of the metal remains soft and ductile, resistant to shock and stresses of all kinds.

The microscope and microphotograph apparatus are now said to be recognized as among the car manufacturers' most valued aids.

GOOD SEASON SEEN

Asheville, April 14.—The biggest auto business in history in the western North Carolina territory is in prospect this spring and summer, according to L. G. Peed, sales manager of the Willys-Overland Company, who spent a few days in Asheville.

Coming Automotive Events

APRIL

20-22—Philadelphia, Pa. Retail Delivery Association, annual convention, Bellevue-Stratford Hotel.

MAY

1—Atlantic City, N. J. Races at opening of new speedway.
10—Charlotte, N. C. American Automobile Association race.
12-13—Galveston, Tex. Tenth annual convention of the Texas Automotive Dealers' Association.
13-15—Detroit, Mich. American Gear Manufacturers' Association, tenth annual convention, Book-Cadillac Hotel.
30-31—Indianapolis, Ind. 500-Mile race.

JUNE

1-4—French Lick Springs, Ind. Semi-annual national meeting of the National Society of Automotive Engineers.
8-10—Detroit, Mich. American Body Builders' Association, convention, Hotel Statler.
12—Allentown, Pa. American Automobile Association race.
12-13—Le Mans, France. Bugatti-Whitworth twenty-four-hour stock car race.
16-18—Philadelphia, Pa. Society of Industrial Engineers, thirteenth national convention, Bellevue-Stratford Hotel.
14-15—Montreal, Canada. Automotive Equipment Association meeting, Mount Royal Hotel.
20—Laurel, Md. American Automobile Association race.

JULY

5—Salem, N. H. American Automobile Association race.
17—Atlantic City, N. J. American Automobile Association race.

AUGUST

2-4—Denver, Col. Denver Post outdoor automobile show.

SEPTEMBER

6—Allentown, Pa. American Automobile Association race.
25—Salem, N. H. American Automobile Association race.

Dealer Activities

DODGE DEALER HOLDS STEEL BODY EXHIBIT

Los Angeles, April 14.—An unusual exhibit, featuring a skeletonized steel sedan body, has been installed on the sales floor of the Albertson Motor Company, Dodge dealer. The display also includes a pictorial effect illustrating the passing of wood as a factor in closed car body construction.

PAIGE-JEWETT DEALER OPENS IN WATERLOO, IA.

Waterloo, Ia., April 14.—W. O. Wieland has just taken over the Paige and Jewett sales and service in Waterloo and opened for business at 313 West 5th St. He has been in the battery and electrical business in Marshalltown for the past five years.

TO HANDLE CHEVROLET SALES IN SHELBY, N. C.

Shelby, N. C., April 14.—W. E. Jordan of Charlotte has just taken the Chevrolet dealership at Shelby and will operate in the Charles A.

Hoey Building. At present he owns a brake-lining factory in Charlotte, which he will continue in connection with the Shelby Chevrolet dealership.

USED CAR MANAGER OPENS OWN SALES STORE

San Antonio, Tex., April 14.—L. W. Caruthers, formerly manager of the used car department of the Herpel-Gillespie Company of this city, has just opened a used car store at 807 Broadway.

TO BE HUDSON-ESSEX COUNTY DEALER IN WASH.

Seattle, April 14.—The Dale Potter Motor Company, under management of Dale Potter, for five years with the Nute Motor Company, has just opened in Bremerton, to handle the Hudson-Exsex dealership for Kittitas county.

TO SELL OAKLAND CARS IN TWO OHIO COUNTIES

Jackson, O., April 14 (U. T. P.

MARCH GAS TAX IN WASH. \$36,136 GAIN OVER 1925

Olympia, Wash., April 14.—Gross gasoline tax collections during the month of March in the state of Washington amounted to \$223,137.96, from which there were refunds of \$11,122.64, leaving a net income to the state highway fund of \$212,015.32, according to State Treasurer Potts.

Gross gasoline tax collections for March this year exceeded those of the corresponding month last year by \$36,136.36.

S.J.—Quiller D. Scott, formerly associated with his brother, Charles A. Scott, in an automobile dealership, has just taken the franchise for Jackson and Pike counties for the Oakland.

HUDSON-ESSEX DEALER OPENS USED CAR LOT

Tucson, Ariz., April 14 (U. T. P. S.)—The Rollings-Brown Company, local Hudson-Exsex dealer, has opened a used car lot in charge of Gene Nesbit, who is assisted by Clarence K. Heftner. Every used car is to be reconditioned before being offered for sale.

Incorporations

NEW YORK

Albany, April 14.—New automotive concerns that have just been granted incorporation charters by the secretary of state are: Casey Carting Corporation, Batavia, Genesee county, \$20,000, general trucking; Christopher and Della T. Casey, 132 Jackson St., Batavia, and J. T. Forsyth, 8 Seneca Ave., Batavia.

Monahan Garage, Inc., New York county, 150 shares (no par value), operate garage; M. J. Shanahan, 540 West 24th St., New York county, and George Thomas and Horace W. Pym.

Mac & Mac Garage, Inc., Manhattan, 150 shares no par value; operate garage; Jane Steiner, George J. Vestner and Sidney Nordlinger, 5 East 44th St., New York city.

Kallus Garage Company, Inc., The Bronx, \$20,000; operate garage; Morris and Helen Kallus, 622 East 136th St., Bronx, and Henry Wachsberger.

Unity Taxi Company, Inc., Manhattan, \$10,000; general taxicab business; Maurice Rubin, Ruth Class and Elizabeth Whynman, 47 West 34th St., New York city.

Ruby Cab Sales Company, Inc., Manhattan, \$2,500; acquire and sell taxicabs and automobiles; David Goldstein, Kate Kirschner and William Seigel, 1440 Broadway, New York city.

Foremost Oil Company, Inc., Manhattan, \$50,000; oils, petroleum products, automobile supplies; Louis H. Green, Taunton, Mass., David H. Green, 595 West End Ave., New York city, and W. F. Randel, 66 Broadway, New York city.

Official Truck Service Corporation, Brooklyn, \$100,000; general trucking and delivery business; William L. Hiber and L. W. Graywood, 760 11th Ave., New York city, and D. A. Olsen, 5620 Grand Central Terminal.

Hardin Oil and Gas Company, Inc., Buffalo, 200 shares, no par value; drilling oil and gas wells; Sanford Ulrich, 386

East Utica St., Buffalo; Edward H. Lemme and George F. Stein, Preston Manufacturing Company, Inc., Hornell, Steuben county, 400 shares, no par value; manufacture automobiles; H. Ward Preston, Kenneth D. Preston and Hamilton G. Preston, 93 Maple St., Hornell.

West 132d Street Garage, Inc., Manhattan, \$10,000; storing automobiles and sell accessories; Fred Fein and Rebecca Fein, 261 Division St., New York city, and Meyer Frashansky.

Mr. Elder Cab Company, Inc., Manhattan, \$10,000; real estate and automobile business; Benjamin Wolfson, Rose Silverman and Eman Jurow, 111 Broadway, New York city.

7117 Roosevelt Ave. Garage, Inc., Manhattan, \$10,000; operate garage; S. J. O'Hare, J. E. Connelly and Charles O'Sullivan, 28 West 44th St., New York city.

S. & D. Tire Works, Inc., Bronx, \$10,000; automotive and automobile truck tires, operate motor vehicles, general machine shop; William and Sylvia Steffin, 1425 Vyse Ave., Bronx, and Max Davidson.

Triangle Tire Company, Inc., Buffalo, 100 shares preferred, \$100 par value, and 100 shares common, no par value; manufacturing tires, automobile equipment; William H. Taylor, 87 Delham Ave., Buffalo; Edward Y. Gemill and I. C. Taylor.

The North Shore Auto Company, Inc., Roslyn, L. I., 1,000 shares, no par value; operate motor buses; Harold E. Bissell, Van Buren Avenue, Norwalk, Conn.; Erwin L. Moser, 9425 116th St., Richmond Hill, and Joseph A. Danilek, 410 East 74th St., New York city.

Increase in Shares
Convenient Tire Shops, Inc., Syracuse, from 250 shares, \$100 par value, to 10,000 shares, no par value.

Changes in Names
From Port Morris Truck Tire Corporation, Bronx, to Cancro Bros., Inc.

From L. Van Nostrand Sales and Service, Inc., Little Neck, L. I., to Van Nostrand Sales Company, Inc., Little Neck.

Personal Paragraphs

OWENS FLINT MANAGER

Dallas, Tex., April 14.—James Owens of this city has just been appointed used car manager for the Dallas Flint Company, local factory branch of the Flint Motor Company. Previous to coming here, Mr. Owens was in the automobile business in California.

ORA P. HAND

Rockford, Ill., April 14.—Death has ended the business career of Ora P. Hand, president of the Burd High Compression Ring Company, at his home, 1898 Oxford St. He had been ill several weeks.

WILLIAMS AND ASH NAMED

Austin, Tex., April 14.—The Barker Motor Company, Ford and Lincoln dealer here, has appointed Felix Williams to take charge of the used car department and Herbert Ash as manager of the truck department.

STONE IN CHARGE

Shelby, N. C., April 14.—Announcement is made by the Charles A. Lambeth Motor Company, the new Dodge dealership here, that George A. Stone of Charlotte, has been placed in charge of the local branch of the business. Mr. Stone has had fifteen years experience in the automobile business.

Improvements

\$60,000 HOME PLANNED

Durham, N. C., April 14.—The Worth Motor Company is building a modern fireproof garage at the intersection of Chapel Hill and Gregson Street to cost, when completed, \$60,000. The building will have a frontage of 36 feet on Chapel Hill and 180 feet on Gregson Street, and will be two stories in front and three in the rear. It is expected to be ready by July 1.

BUILDING 99-YEAR HOME

Lincoln, Neb., April 14.—The Dalley Motor Company, local Chevrolet dealers, is erecting a building at the corner of 18th and O Streets, which will cost \$25,000. A 99-year lease on the ground at a yearly rental of \$3,000 has been granted William A. Dalley, president of the company.

USED CAR BUILDING

Laredo, Tex., April 14.—W. J. Sames has started the erection of a brick building at the corner of Houston and Convent for the Laredo Auto Sales Company, Ford and Lincoln dealer, to be occupied as a used car store and salesroom. The building will be 50 by 100 feet in size and one story.



Motor Car Character

A statement by R. H. MULCH

Vice-President and General Manager of Flint Motor Company

- Q There is as much difference in the character of automobiles as in that of men!
- Q A man's character is built slowly, molded by his experiences and his environment, and actually known only to those who know him best.
- Q So it is with motor cars. Their character also is born of experience—the experience of the builders—tested by time and usage, and proved by service. The character of a motor car is dependent upon the resources behind it, the vision of its sponsors, and the execution of their knowledge. It is an example of their ideals, expressed in tangible form.
- Q And, like man, the character of a motor car is known best to those who come in closest contact.
- Q The Flint is a concrete and definite example of its builders' ideals, a perfect picture of the vision, the knowledge, and the resources behind it. It is a true reflection of a great organization.
- Q A product of one of the finest manufacturing plants in the world, directed by men whose experience dates from the beginning of the industry, it is not to be marveled at that the Flint is recognized as a car of character.
- Q Flint owners and drivers know Flint character and hundreds more are learning it every week, because good news of importance, like a good motor car, travels fast, and sure.

R. H. Mulch

Vice President and General Manager

FLINT MOTOR COMPANY

FLINT, MICHIGAN

BUILDERS OF HIGH GRADE MOTOR CARS

• F L I N T •

Financial News of the Automotive Industry

AGREEMENT OFF; RUBBER DECLINES

Futures Market Sinks to Lowest Levels Touched Since May

NEW YORK, April 14.—Coincident with the announcement of London that the so-called "gentlemen's agreement" to maintain the price of rubber had been broken, heavy liquidation of futures contracts took place in London and New York. Prices broke sharply here and there.

Crude rubber futures have touched the lowest levels since last May, and despite a rallying tendency, which is to be noted occasionally, the market remains generally weak. Trading is heavy, represented mostly by selling. Seven months are being traded in, but most activity centers in May and July.

The decline here is generally attributed to the breaking of the agreement by which prices in the London market have been sustained. Both in the exchanges and in the outside market here traders are displaying unusual nervousness. Eager sellers finding it difficult to discover buyers.

CRUDE OIL YIELD SHRINKS SLIGHTLY

New York, April 14.—The American Petroleum Institute estimates that the daily average gross crude oil production in the United States for the week ended April 10 was 1,946,200 barrels, as compared with 1,947,450 barrels for the preceding week, a decrease of 1,250 barrels. The daily average production east of California was 1,349,200 barrels, as compared with 1,344,950 barrels, an increase of 4,250 barrels.

The estimated daily average gross production of the Mid-Continent field, including Oklahoma, Kansas, north, east central, west central and southwest Texas, north Louisiana and Arkansas, for the week ended April 10 was 1,055,900 barrels, as compared with 1,058,450 barrels for the preceding week, a decrease of 2,550 barrels. The mid-continent production, excluding Smackover, Arkansas heavy oil, was 922,150 barrels, as compared with 924,100 barrels, a decrease of 1,950 barrels.

Imports of petroleum at the principal United States ports for the week ended April 10 totaled 1,709,000 barrels, a daily average of 244,143 barrels, compared with 1,246,000 barrels, a daily average of 178,000 barrels for the week ended April 3, and a daily average of 246,000 barrels for the four weeks ended April 10.

Auto Steel Prices Lower in Cleveland

Cleveland, April 14.—One of the outstanding developments in the Cleveland district steel industry during the last week was a softening in the price of full finished automobile stock and in common sheets. The former are now selling down \$2 a ton, while common sheets are off \$2.

This trend of the market is in line with wishes of automobile manufacturers earlier in the year, when they sought slight reductions in prices from steel manufacturers to permit them to offset the increases in rubber costs and thus to aid them in preventing increases in the cost of cars.

Plan 10 P. C. Cut In British Tires

London, April 14.—British tire manufacturers will reduce their prices 10 per cent. next week, according to announcement just made here. The reduction will apply to practically the entire production.

NEW ANTI-THEFT DEVICE SUCCESS

Detective Agency Is Pleased With Fedco System

Detroit, April 14.—That there has at last been devised a system of automobile theft prevention and detection which proves the basis for the development of an organized attack on automobile thieves is the belief of W. Sherman Burns of the William J. Burns International Detective Agency.

The Burns agency has recently completed an investigation of the influence on Chrysler cars of the Fedco system of theft prevention and detection adopted in July, 1925, and has found a marked decrease in the number of cars stolen and an increase in the percentage of recoveries compared with the previous experience on Chrysler cars.

In connection with its report Mr. Burns says, "Our investigation of the actual workout of the system on Chrysler cars during the latter part of 1925 has confirmed our judgment of its practical value. We are convinced that the Fedco system provides the basis for the development of an organized attack on automobile thieves."

Mr. Burns states that this favorable showing is remarkable when it is considered that the system was new and comparatively unknown during the period under survey.

"When the full effect of the organization of the field service has been developed," continued Mr. Burns, "and as adoption of the system by other manufacturers brings a general understanding of the operation of the system, it is believed that the thieves will find it decidedly unprofitable to steal cars protected by the system."

"Under the system every car owner receives with his new car instructions in the use of the system, directing him, if his car is stolen, to communicate not only with the police and insurance company but also with the nearest office of the Burns agency. As soon as this is done, an alarm is broadcast to the municipal police departments, state troopers, and Federal operators, as well as to an extensive list of filling stations, garages and service stations. A reward is also offered to bring out further information."

Mr. Burns continued, "Our men know that they have located a stolen Chrysler if they find a car bearing a Fedco plate with one of the numbers bulletined as stolen; a car bearing a plate mutilated in an attempt to change the number; a car bearing an imitation of such a plate, or a car from which the plate has been removed."

Heretofore, the detection, and especially the identification, of stolen cars has been an exceedingly difficult thing because of the ease with which a thief can change a car's identity. This is shown by the estimate that cars valued at \$150,000,000 are stolen every year from \$3,000,000,000 worth of cars left unguarded each working day on the public streets of the nation.

It was to meet this situation that the National Automobile Chamber of Commerce, the Society of Automotive Engineers, and others, called upon the inventive genius of the country to produce a car numbering system which would be difficult, if not impossible, to defeat.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE									
Previous, 1926	High	Low	Div.	Sales	High	Low	Close	Net	Change
18 1/2	10	10	5	Advance Rumely	200	11	11	11	—
18 1/2	10	10	5	Advance Rumely pf.	200	11	11	11	—
18 1/2	10	10	5	Max Rubber	200	11	11	11	—
18 1/2	10	10	5	Max Rubber pf.	200	11	11	11	—
18 1/2	10	10	5	Allis-Chalmers	700	8 1/4	8 1/4	8 1/4	—
18 1/2	10	10	5	Am. Bosch Magneto	400	20	20	20	—
18 1/2	10	10	5	Am.-La. France	300	13	13	13	—
18 1/2	10	10	5	Briggs Mfg. Co.	1,700	27 1/2	27 1/2	27 1/2	—
18 1/2	10	10	5	Chandler-Cleve. pf.	200	15 1/2	15 1/2	15 1/2	—
18 1/2	10	10	5	Chrysler Corp.	19,500	33	33 1/2	33 1/2	+ 1/2
18 1/2	10	10	5	Chrysler Corp. pf.	200	100	100	100	—
18 1/2	10	10	5	Continental Motors	2,400	11	10 1/2	10 1/2	—
18 1/2	10	10	5	Dodge Bros. A.	15,500	30 1/2	29 1/2	29 1/2	—
18 1/2	10	10	5	Dodge Bros. pf.	1,300	8 1/2	8 1/2	8 1/2	—
18 1/2	10	10	5	Electric Stor. Battery	800	77	76 1/2	76 1/2	—
18 1/2	10	10	5	Emerson-Brant	100	1 1/2	1 1/2	1 1/2	—
18 1/2	10	10	5	Electric Auto-Lite	100	65	65	65	—
18 1/2	10	10	5	Fisher Body	1,400	87 1/2	86 1/2	86 1/2	—
18 1/2	10	10	5	Fisk Rubber	2,600	17 1/2	16 1/2	16 1/2	—
18 1/2	10	10	5	Gabriel Stubbler A.	1,500	33	33	33	—
18 1/2	10	10	5	Gardner Motor	400	7 1/2	7 1/2	7 1/2	—
18 1/2	10	10	5	General Motors	43,100	118 1/2	116 1/2	116 1/2	+ 1/2
18 1/2	10	10	5	General Motors 7 1/2 pf.	100	113 1/2	113 1/2	113 1/2	—
18 1/2	10	10	5	General Motors deb.	100	98 1/2	98 1/2	98 1/2	—
18 1/2	10	10	5	Glidden Co.	200	20 1/2	20 1/2	20 1/2	—
18 1/2	10	10	5	Goodrich Co.	2,200	65 1/2	65 1/2	65 1/2	—
18 1/2	10	10	5	Goodyear T. & R. pf.	400	102	101 1/2	101 1/2	—
18 1/2	10	10	5	Hayes Wheel	400	37 1/2	37 1/2	37 1/2	—
18 1/2	10	10	5	Hudson Motor Car	79,200	68 1/2	64	64	—
18 1/2	10	10	5	Hupp Motor Car	1,900	21	19 1/2	19 1/2	—
18 1/2	10	10	5	Indian Motorcycle	500	21	20 1/2	20 1/2	—
18 1/2	10	10	5	Jordan Motor Car	10,500	36	35	35	—
18 1/2	10	10	5	Kelly-Springfield	300	15 1/2	15 1/2	15 1/2	—
18 1/2	10	10	5	Kelsey Wheel	100	100 1/2	100 1/2	100 1/2	—
18 1/2	10	10	5	Keystone T. & R.	100	1 1/2	1 1/2	1 1/2	—
18 1/2	10	10	5	Lee Rubber & Tire	700	11	10 1/2	10 1/2	—
18 1/2	10	10	5	Mack Trucks	7,700	109 1/2	107	109 1/2	—
18 1/2	10	10	5	Mack Trucks 1st pf.	100	110	110	110	—
18 1/2	10	10	5	Mack Trucks 2d pf.	100	102	102	102	—
18 1/2	10	10	5	Marlin Rockwell	200	28	28	28	—
18 1/2	10	10	5	Moon Motors	2,300	30	29 1/2	29 1/2	—
18 1/2	10	10	5	Motometer A.	800	39	39	39	—
18 1/2	10	10	5	Motor Wheel Corp.	1,100	26	25 1/2	25 1/2	—
18 1/2	10	10	5	Murray Body	400	9	8 1/2	8 1/2	—
18 1/2	10	10	5	Nash Motors	14,900	55 1/2	52 1/2	55 1/2	—
18 1/2	10	10	5	Omnibus Corp.	800	34 1/2	34	34 1/2	—
18 1/2	10	10	5	Packard Motor Car	4,900	35 1/2	34 1/2	35 1/2	—
18 1/2	10	10	5	Paige-Detroit Motor	500	19 1/2	19 1/2	19 1/2	—
18 1/2	10	10	5	Pierce-Arrow	3,200	24 1/2	22 1/2	24 1/2	—
18 1/2	10	10	5	Pierce-Arrow pf.	1,200	87 1/2	84 1/2	87 1/2	—
18 1/2	10	10	5	Reynolds Spring	500	6 1/2	6 1/2	6 1/2	—
18 1/2	10	10	5	Spicer Mfg. Co.	500	21 1/2	20 1/2	21 1/2	—
18 1/2	10	10	5	Stewart-Warner Speed	5,500	76 1/2	73 1/2	76 1/2	—
18 1/2	10	10	5	Stromberg Carburetor	100	67	67	67	—
18 1/2	10	10	5	Studebaker Co.	8,200	52 1/2	51 1/2	52 1/2	—
18 1/2	10	10	5	Timken Roller Bear.	2,400	47	46 1/2	47	—
18 1/2	10	10	5	U. S. Rubber	16,100	65 1/2	62 1/2	65 1/2	—
18 1/2	10	10	5	U. S. Rubber 1st pf.	200	105 1/2	105 1/2	105 1/2	—
18 1/2	10	10	5	White Motors	3,300	63 1/2	60 1/2	63 1/2	—
18 1/2	10	10	5	Willy-Overland	20,900	24 1/2	23 1/2	24 1/2	—
18 1/2	10	10	5	Willy-Overland pf.	100	95 1/2	95 1/2	95 1/2	—
18 1/2	10	10	5	Yellow C. & T. B.	1,300	25	23 1/2	25	—

NEW YORK CURE					Sales Stocks High Low Last Chge.				
				Net					
ales.	High.	Low.	Close.	Chge.	15 Omnibus pf	92	92	92	—
100 Auburn Auto.	46 1/2	46 1/2	46 1/2	+ 1 1/2	70 Reo Motors	20 1/2	20 1/2	20 1/2	—
900 Durant Motor	6 1/2	6 1/2	6 1/2	—	6900 Stewart Warner	76	73 1/2	76	—
300 Packeal Motor	5 1/2	5 1/2	5 1/2	—	100 Yellow Truck	24 1/2	24 1/2	24 1/2	—
30 Firest's Tire	110	110	110	+11 1/2	100 Yellow Taxi	45 1/2	45 1/2	45 1/2	—
20 Ford Mot Can571	571	571	571	0					
20 Ford Mot Can571	571	571	571	0					
100 Franklin Mfg	27	27	27	—					
100 Goodyear Tire	32 1/2	32 1/2	32 1/2	+ 1 1/2					
300 Rep M T cts	6 1/2	6 1/2	6 1/2	—					
800 Rickenba. Mot	4 1/2	4 1/2	4 1/2	—					
400 Stutz Motor.	21 1/2	21 1/2	21 1/2	—					
100 U S Lt &									
Ht. n cash	19 1/2	19 1/2	19 1/2	—					
1000 Yel Tax. N Y	17	16 1/2	16 1/2	—					

CHICAGO					CLEVELAND				
ales.	High.	Low.	Last		Firestone	114 1/2	114	114	114
100 Auburn Auto	48 1/2	48 1/2	47 1/2	—	Goodyear	33 1/2	32	33 1/2	—
75 Bendix Corp.	26 1/2	26 1/2	26 1/2	—	Peertless	25	25	25	—
100 Buick	20	20	20	—	Sieblerling	21 1/2	21 1/2	21 1/2	—

Table shows Tuesday's automotive stock movement, complete.)

(The above table shows Tuesday's automotive stock movement, complete.)

Current Commodity Prices

New York, April 14.—The crude rubber market has developed fresh weakness, futures having touched the lowest level seen since last May. The London market also reacted sharply. Many oil men expect another upward revision in gasoline tank wagon prices shortly in consequence of the steady increase in domestic consumption. The steel situation is unchanged.

STEEL PRODUCTS		IRON AND STEEL SCRAP	
Billets, semi-finished—Gross Tons	\$35.00a36.00	Heavy melting steel	\$12.00a13.00
Billets, forged	41.00a42.00	Machine shop turnings	10.10a25.00
Steel bars (hot rolled)	2.00a2.10	Cast iron borings	10.10a25.00
Plates (hot rolled)	1.80a1.95	No. 1 cast scrap	16.00a17.00
Blue annealed sheets	2.40a2.50	MILL PRODUCTS	
Black sheets	2.40a2.50	Base prices, cents per pound, f. o. b. mill	
Auto body	4.40a4.50	High brass sheets	18 1/2a
Bands	2.40a2.50	Copper, in rolls	21 1/2a
Cold rolled strip	3.90a4.00	Zinc, spot, New York	7.47a7.55
Hot rolled strip	2.30a2.50	Lead, spot, New York	8.90a
Pig iron, basic	18.50a19.00	Aluminum, virgin 99.99%	27 a
Valley	21.50a22.50	SEAMLESS TUBING	
Eastern Pennsylvania	21.50a22.50	High brass	23.50
		Copper	24.25

OIL AND GASOLINE		RUBBER MARKET	
Garage (steel barrels)	a18	Plantations, crepe, spot	51
Up-State New York	a18	May-June	49
Single tank cars, delivered	a18	July-September	48
New York	13 1/2aNom	October-December	49
		Ribbed Smoked Sheets, spot	51
		May-June	50
		July-September	47

Following are dealers' buying and selling prices for large quantities, f. o. b. cars, New York:

Heavy machinery com.	8 1/2a	10 1/2a
New brass clipping	8 1/2a	9 1/2a
Auto radiators	6 1/2a	7 1/2a
Brass, heavy	6 1/2a	7 1/2a
Brass, light	6 1/2a	7 1/2a

END OF PROSPERITY FAR OFF-CHRYSLER

Cites Evidences of Continued Activity in All Business

NEW YORK, April 14.—There is plenty of evidence that the country is today enjoying substantial prosperity and there is reason to believe that the prosperity will be continuous throughout the year, in the opinion of Walter P. Chrysler, president of the Chrysler Corporation.

"March income tax receipts promise to reach \$490,000,000 which is considerably larger than was received in the corresponding period a year ago when the rates of taxation then in effect were much higher," points out Mr. Chrysler.

"Banks report that the volume of checks handled by banks is running higher than ever before at this season."

"Railway freight car loadings are greater than last year at this time."

"There is practically no unemployment, in fact, certain sections of the country report labor shortage."

"Wage earnings are higher than ever in most sections."

"Agriculture generally has improved its position."

"Savings bank deposits continue to increase as do investments in life insurance and securities."

"The wheat situation is sound."

"The crop outlook is bright."

"Money is abundant."

"And so the inventory could be continued. Our present prosperity is unquestioned and I for one believe it will be continuous throughout the year."

Auto Insurance Co. Policy Is Outlined

Hart